

**The Green Industry Strategy . . .**

2491 E

**Towards a greener,  
more competitive Ontario**

Behind the Strategy lies the vision of a green industry sector in Ontario that is a leading producer and exporter of environmental goods and services and an industry that's globally competitive. To reach this goal, the Green Industry Strategy works to:

- ❖ *develop Ontario suppliers of green goods and services; and*
- ❖ *stimulate market opportunities for Ontario suppliers.*

The Green Industry Strategy's success ultimately depends on the strength of partnerships . . . partnerships among industry, government at all levels, and the community, including consumers, labour and environmental groups. By working together, these groups can take advantage of the tremendous opportunities offered and at the same time help to create a better world. \*

**For more information:**

Green Industry Office  
Ontario Ministry of Environment and Energy  
10th floor, 56 Wellesley St. W.  
Toronto, Ontario M7A 2B7  
Phone: (416) 327-2984  
Fax: (416) 327-1510



Printed on recycled paper



# Ontario's Green Industry Strategy

*Stimulating New  
Industry & Protecting  
the Environment*



Ontario

**We all want  
a better world —  
one that includes jobs,  
prosperity and a healthy,  
clean environment**

The Green Industry Strategy brings industry, communities and government closer to that world by linking the economy and the environment. Spearheaded by the Ontario Ministry of Environment and Energy, the Strategy is helping to shift Ontario's resource-based economy towards high-technology, value-added green industries.

These are the kinds of businesses that can produce competitive and environmentally-friendly, "green" goods, services and technologies which help protect the environment, conserve water and energy, reduce waste and prevent pollution. For example, products like energy-efficient lighting, low-flow toilets and new equipment for recycling CFCs.

The Green Industry Strategy supports the Ontario Government's economic renewal plan by forging partnerships with industry, financial groups, communities, environmentalists and labour to capture the economic opportunities stemming from the growing demand for green goods and services.

This support will help establish new Ontario businesses, encourage greater investment and strengthen existing green industries. It will also create more and higher skilled jobs and build greener communities.

Copyright Provisions and Restrictions on Copying:

This Ontario Ministry of the Environment work is protected by Crown copyright (unless otherwise indicated), which is held by the Queen's Printer for Ontario. It may be reproduced for non-commercial purposes if credit is given and Crown copyright is acknowledged.

It may not be reproduced, in all or in part, for any commercial purpose except under a licence from the Queen's Printer for Ontario.

For information on reproducing Government of Ontario works, please contact ServiceOntario Publications at [copyright@ontario.ca](mailto:copyright@ontario.ca)

## Bottom Line Benefits

Ontario's industry is restructuring due to intense competitive pressures from both North American and overseas businesses. Our leading manufacturers and competitors have found a way of dealing with that competition – by using and developing green technologies, processes and products that are more efficient. By conserving water, energy, and raw materials, the green technologies reduce operating expenses, improve business's competitive position and protect and increase skilled jobs. In addition, new green technologies help companies to avoid expensive environmental clean-up costs, while assisting them to stay one step ahead of environmental regulations at home and abroad.

By focusing our skills, information and resources on those areas where economic and environmental objectives converge, the Green Industry Strategy helps nurture the green technologies Ontario needs to meet the growing international demand for green goods and services. In turn, this will create the innovative jobs that we need to secure our future.

The Strategy will help Ontario's products access export markets and ensure that the opportunity to supply the growing demand for green products and services doesn't flow to offshore companies. We will strengthen our chances of becoming a player in one of the most dynamic markets of the future.

## The opportunities are immense

Green industry is one of the fastest growing industrial sectors in the world and there is a potential niche for Ontario if opportunities are explored and developed.

For instance, the industrial and consumer market for green goods and services is estimated at 3.5% of the Gross Domestic Product (GDP) or \$10 billion in Ontario this year.

Ontario's environmental protection industry alone comprises about 2,000 companies with \$2.5 billion in annual sales and 30,000 employees. Projected annual growth rates exceed the growth of the national GDP and most traditional industrial sectors.

Currently total industrial environmental expenditures in Ontario are estimated at \$8.3 billion. There are also opportunities with foreign markets such as Eastern Europe and Asia where green industry is one of the fastest growing industrial sectors.

The bottom line is this: Ontario can't afford to miss out on such a burgeoning market, both here at home and abroad.

## Developing suppliers of green goods and services

**Business Development Units**, established in key ministries and at Ontario Hydro, provide green industry suppliers with business planning advice and access to private and public sector assistance networks; foster Canadian and international markets for green products, technologies and services; encourage joint ventures and strategic alliances; collect and share market information; and, facilitate financial assistance.

## The *Green Market Opportunities Program*

(**GMOP**), spearheaded by the Ontario government and the Ontario chapter of the Canadian Environment Industries Association, brings together major industries, government and labour to gain commitment and support for green markets and supplier development. The program encourages a constructive dialogue between the partners to assess issues and barriers and take joint action, leading to mechanisms that will facilitate market opportunities for new products and services.

**Innovative financing mechanisms** are being explored and developed to encourage banks, trust companies and venture capital pools, as well as consumers to respond to investment opportunities offered by the environmental sector.

A **Green Industry Office**, at the Ministry of Environment and Energy, coordinates government action, provides information, and assists green industrial projects. This is a cross-ministerial effort involving other key ministries including Economic Development and Trade, Natural Resources and Agriculture and Food.

An **environmental technology transfer** centre in Ontario will help small and medium-sized companies to develop and market new green technologies and products, taking them from the lab to the marketplace. Activities are now underway to establish this centre.

## Stimulating green market opportunities

### **Green Communities**

The government's Green Communities Initiative is helping communities in Ontario to reduce energy and water use and waste through local partnerships with utilities, businesses, environmental groups, labour and other community players. A key component of the community-based initiative is Green Home Assessments and follow-up home renovations and retrofits. By completing these

retrofits, which result in energy and water conservation and waste reduction, homeowners will help to stimulate the demand for Ontario's green goods and services.

The Initiative will also help homeowners save money, create local jobs and reduce the need for utilities to invest in costly infrastructure.

### **Green Industrial Analysis and Retrofit (GIAR)**

This project integrates and expands existing government programs which assist companies in analyzing their industrial operations. The Green Industrial Analysis and Retrofit project helps companies to reduce energy/water use and waste generation, minimize air/liquid emissions and improve operating efficiencies.

### **Ontario Hydro Demand Management**

Ontario Hydro is actively involved in promoting energy efficiency in all sectors. In fact, Hydro's energy management programs create a strong demand for energy-efficient products and services. In turn, this creates ideal business opportunities for Ontario suppliers leading to new investment and jobs.

### **International Product Technology Promotion**

Overseas marketing of the green sector, which has tremendous export potential, promotes Ontario as an attractive place to invest. The Green Industry Strategy, therefore, identifies areas of strength; targets existing and new markets; and encourages export trade missions in conjunction with industry partners and other key ministries. The Green Industry Office will work with the federal government and multilateral agencies to identify opportunities, promote Ontario industry and link up suppliers with markets.